Home Credit

Case study

Home Credit is a major multinational provider of consumer and cash loans with a broad global reach, including European, Asian, and North American countries. It is the largest non-banking institution offering loans in the Czech Republic. Up to 2,000 calls are made daily through its Czech contact center.

PHONEXIA

Goal

The company uses a wide range of technologies to ensure the superior quality and availability of its services. In order to increase customer satisfaction, it decided to streamline its call center operators' work and significantly improve the overview of the executed calls through voice analytics and Phonexia speech transcriptions.

Home Credit had been struggling with inconsistent call categorization due to differing approaches of individual call center operators. This made it impossible to objectively analyze calls, identify new trends, and improve operators' sales skills in order to increase the offer rate.

Solution

The company was already using the ReDat system, through which it had access to the speech analysis module based on Phonexia transcriptions. This led to a strategic decision to extend contact center analytics with Tovek—the voice analysis solution using Phonexia's speech technologies.

Manual call categorization has been fully replaced by the automatic voice call evaluation of each call. Voice analytics monitors calls in real-time and continuously saves all important information, such as the topic of the call, adherence to the script, whether the operator asked all necessary questions, and automatically sends alerts about specific call types.

"*Thanks to voice analysis technology, we have a complete overview of what happens in contact center calls. We can find out why the client called, and whether we properly solved their request and offered them a new product where appropriate. We know whether the client was satisfied or disliked something. We can determine all of these for 100% of the made calls.*

Jakub Cícha
Voice Analysis Specialist
Home Credit

Calls are categorized automatically, eliminating the need to spend 10 to 15 seconds on each call's categorization.

Results

The implementation of automatic call categorization has significantly improved the productivity and motivation of contact center operators as they **don't need to spend 10 to 15 seconds after each call manually categorizing it** by selecting from more than 20 categories. Since each operator receives an average of about 70 calls per day, just through this one automation, Home Credit **saves monthly costs comparable to the costs of a single operator**.

The objectivity of the operators' evaluations has significantly increased. Previously, supervisors were able to listen to only a few calls per month from each operator. Now, thanks to voice analytics, each call is evaluated automatically, creating a comprehensive overview of the overall quality of the calls made. Thanks to this, Home Credit can focus much better on the improvement of the operators' selling skills, which has led to an impressive **100% increase in the offer rate**.

At the same time, due to objective call analysis and automatically generated reports, **the percentage of mis-routed calls**, which had been around 10% in the long term, has been **reduced to just 1%** after the introduction of voice analysis.

Home Credit is now **fully in control of complaints** and resolves them within two days. The company no longer faces the inconsistent perceptions of complaints by individual operators. With voice analysis, **trends are tracked automatically**, and processes and products adjusted accordingly to deliver the biggest possible value to clients.

Interested in Phonexia Speech Technologies? Get in touch!

+420 511 205 265 info@phonexia.com
Chaloupkova 3002/1a, 612 00 Brno, Czech Republic, European Union

phonexia.com